



REWARD



The award all riders of rodeo for Western Wear is yours to earn. In rodeo, in rodeo, and get your Western Country Store rewards.

GET THE GEAR



WAYS TO EARN POINTS

1. SIGN UP POINTS

Sign up for Western Rewards by July 1, 1984, and get 1,000 points automatically.

2. POINT-OF-SALE POINTS

Customers earn points for every purchase of Western Wear. Points are earned on all purchases, including Western Wear. Points are earned on all purchases, including Western Wear. Points are earned on all purchases, including Western Wear.

3. CATALOG POINTS

Western Country Store catalogs include exclusive merchandise. Each time a customer places an order from a catalog they pick up 100 points. You get 1,000 points.

SEE HOW MANY POINTS YOU'VE EARNED

Visit Western Rewards information centers during the promotion and track the points you've earned and provide catalog orders.

INCREASE YOUR CHANCES TO EARN POINTS. KEEP YOUR CATALOG DISPLAY FULLY STOCKED THROUGHOUT THE PROMOTION. CALL TO ORDER CATALOGS.

1-800-577-3777

BEFORE YOUR SUPPLY OF CATALOGS IS EXHAUSTED

SIGN UP FOR RETAILER REWARDS TODAY!

Choose one:

☐ I am participating in an affiliation with a Retail Catalog

☐ I am a Retail Catalog Participant in the Western Store

Name _____

Address _____

City _____ State _____ Zip _____

Phone No. _____

By signing this form, I certify that I am a Retail Catalog Participant, and I agree to keep my name and address on file for Western Rewards. I understand that my name and address will be used for the purpose of this promotion.

Signature _____

70806